



**East Bay Municipal Utility District**

# ***Water Efficiency Certification Program***

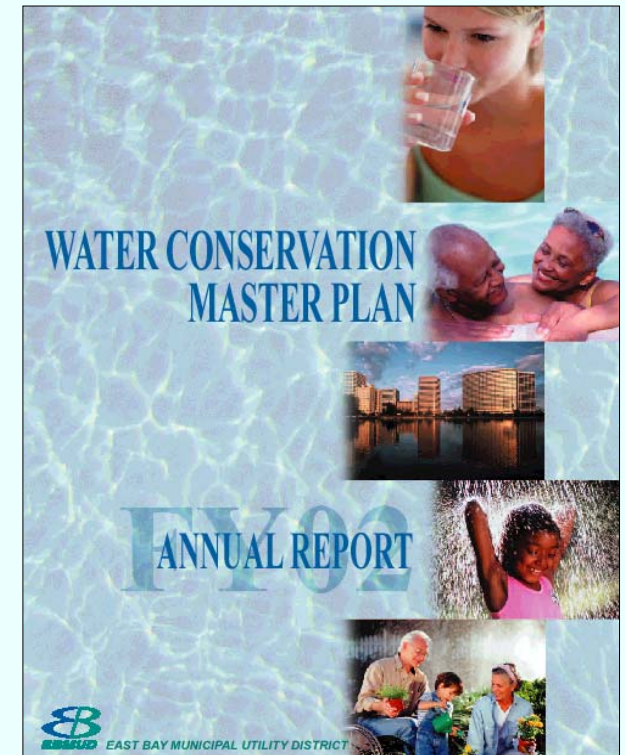
*Richard Harris  
Manager of Water Conservation*

*USEPA Stakeholders Meeting  
Washington D.C - October 9, 2003*



# ***Water Conservation Master Plan***

- 💧 35 million gallons per day (MGD) in water savings by the year 2020
- 💧 12.5 MGD in conservation to date
- 💧 Significant public investment:
  - \$5 million annual budget
  - \$40 million expended since 1970's
  - >\$120 million investment by 2020



## ***Water Efficiency Certification***

- 💧 **Market Transformation**: advance water use efficiency products and best management practices
- 💧 **Cost-Effectiveness**: Increase conservation ROI
- 💧 **Branding**: EBMUD water use efficiency programs
- 💧 **Recognition**: reward customers and new applicants for their conservation and recycling efforts
- 💧 **Support**: other resource efficiency programs (e.g. EnergyStar, Green Business)

# ***Water Conservation Measurement: Why Do We Do It?***

## Need to:

1. Track how we're doing
2. Project remaining potential
3. Identify where potential exists
4. Know which programs can achieve potential



# ***Water Conservation Measurement***

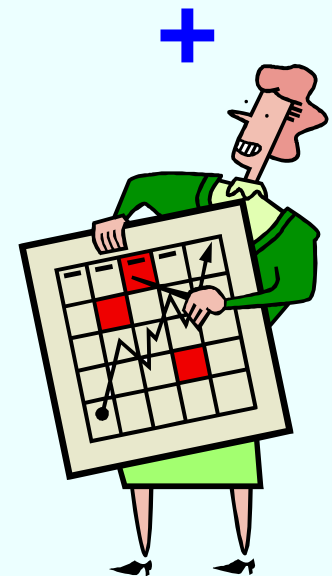
## Need to understand:

- 💧 Customer demographics and behaviors
- 💧 Demand hardening or softening impacts
- 💧 External influences (e.g. weather)



## Need to develop:

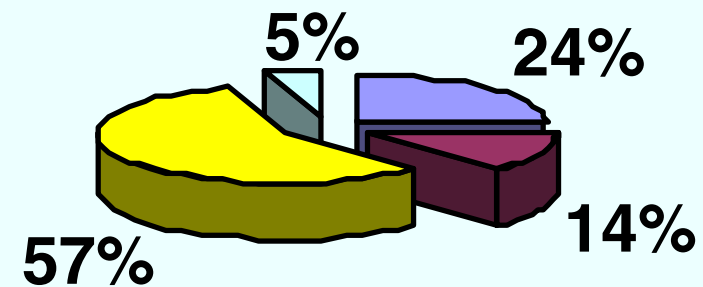
- 💧 Data collection standards
- 💧 Product performance and durability tests
- 💧 Monitoring and evaluation protocols
- 💧 Water consumption patterns and records



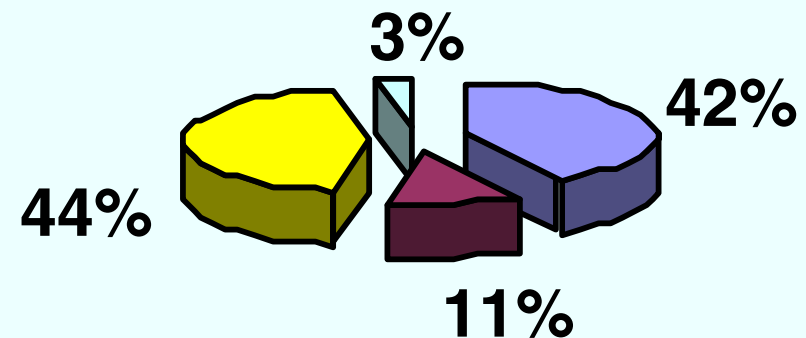
## 2001 Customer Survey Response: Primary Reason to Conserve

- Save Money**
- Protect Environment**
- Prevent Shortages**
- Other**

**Single-Family Residential**



**Multi-Family Residential**



## ***2001 Customer Survey Response:*** ***(Lack of) Knowledge of Water Use***



- 60% of single-family respondents thought they used < 50 gallons per day (gpd)/household
- Actual averages: 228 to 480 gpd



## ***Demand Management Advisory Committee***

- 💧 14-month Water Use Efficiency Program review
- 💧 Membership: business, environmentalists, local gov't, landscape industry, taxpayer groups, homeowners
- 💧 Increase awareness in community to save water
- 💧 Review program allocations for cost-effectiveness
- 💧 Identify new, cutting-edge water savings approaches and partnerships





## ***DMAC Recommendations***

<b><i>Targeted conservation education &amp; public relations</i></b>	<ul style="list-style-type: none"> <li>💧 Expanded marketing plan and product labeling</li> <li>💧 Wholesaler/retailer point-of-sale displays</li> <li>💧 “White tent” product demonstration events</li> <li>💧 Salesperson training - customer/lifecycle benefits</li> <li>💧 Customer (and salesperson?) incentives</li> <li>💧 District-sponsored (independent) product testing</li> <li>💧 <i>EnergyStar</i> and <i>Consortium for Energy Efficiency</i></li> </ul>
<b><i>Educate point of sale staff on water efficient products</i></b>	
<b><i>Updates of water efficient appliance lists</i></b>	

## ***2003 Marketing Plan: Focus Group Findings***

### Residential Customers

- 💧 Strong support for a “WaterStar” program that labels water-efficient hardware and appliances for easy identification
- 💧 Natural compliment to the successful *EnergyStar*<sup>TM</sup> program
- 💧 Participants not swayed to purchase a home solely based on WaterStar seal of approval

### Business Customers

- Consider themselves to be proactive in water conservation
- Believe “green” or “water-efficient” labeling is a plus
- Would like a WaterStar seal of approval for their business

## ***2003 Marketing Plan: Recommended Action***

- 💧 Develop a “*WaterStar*” certification program to evaluate water efficient practices of businesses and reward those meeting specified criteria with a “*WaterStar*” seal of approval
- 💧 Develop a “*WaterStar*” rebate program for the purchase of more water-efficient appliances and hardware
- 💧 Partner with manufacturers and retailers on product availability and advertising campaign to launch the “*WaterStar*” program

# ***Water Efficiency Certification***

## Two Track “Conceptual” Approach

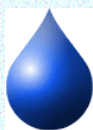
- 💧 *WaterSmart*<sup>TM</sup> certification and recognition program for businesses and institutions implementing best management practices





**East Bay Municipal Utility District**

DRAFT



**WaterSmart™**

**Gold Member**

**XYZ Corporation**

*has been certified as a 2003 Gold Member of the*  
**WaterSmart™ Conservation Certification Program**  
*for water conserving best management practices.*

*Thank you for conserving our limited and valuable water resources.*

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President of the Board



## ***Water Efficiency Certification***

### Two Track “Conceptual” Approach

- 💧 *WaterStar*<sup>TM</sup> rating and labeling program to advance best available technology and more water-efficient products

## ***WaterSmart™ Certification Services*** ***for Water Service Applicants***

- 💧 Environmental review process
- 💧 Landscape Plan review
- 💧 Information sharing
  - *new technologies, best management practices*
  - *City ordinances, state regulations*
- 💧 Water demand calculations/meter sizing
- 💧 EBMUD Water Service Regulations



## ***WaterSmart™ Certification Services*** ***for Existing Customers***

- 💧 Water audits, incentives, educational workshops
- 💧 Water use survey “thank you letters”
- 💧 Landscape water budget “goal met certificates”
- 💧 Business Water Conservation Achievement Awards
- 💧 Drought awareness program certificates

## ***Resource Conservation Partners***

- 💧 Alameda County Waste Management Authority
- 💧 Bay Area Green Business Program
- 💧 California Flex Your Power Campaign
- 💧 California Public Utilities Commission
- 💧 Economic Development Alliance For Business
- 💧 Food Service Technology Center
- 💧 PG&E Express Efficiency Programs
- 💧 USEPA EnergyStar Program

## ***Green Business Certification: Water Use Efficiency Steps***

- 💧 Conduct water use survey
- 💧 Review water bill
- 💧 Learn how to read water meter
- 💧 Check and repair all leaks
- 💧 Install aerators, showerheads, hose nozzles
- 💧 Test irrigation system
- 💧 Implement three add'l water conservation measures (ULFTs, clotheswashers, ice machines, etc.)



# ***Future Focus: Emerging Technologies***

## 💧 Food Service & Hospitality Sectors

- Self-contained (connectionless) food steamers
- Commercial dishwashers
- Air-cooled ice cream machines
- Air-cooled ice machines



## 💧 Health Care/Medical Sector

- X-ray film & photo processors
- Steam sterilizers



## 💧 General Application

- Self-adjusting irrigation controllers
- Appliance (point of use) metering
- Hot water on demand systems
- Car washing



## ***Product Labeling Values***

1. Quality
2. Product safety
3. Consumer Trust
4. Sponsor Integrity
5. Excellent customer service & support
6. Long-term solution

## ***Water Efficient Product Labeling Benefits***

- 💧 Helps create demand for/branding of hardware
- 💧 Enhances durability of water savings
- 💧 Helps meet customers' practical needs
- 💧 Better targets incentives and education/outreach
- 💧 Improves conservation program cost-effectiveness
- 💧 Triple bottom line approach





**East Bay Municipal Utility District**

# ***Top Quality Services*** ***WATER CONSERVATION***

**WATER . . .**



**EAST BAY MUNICIPAL UTILITY DISTRICT**  
[www.ebmud.com](http://www.ebmud.com)



**Drink it...**



**Use it...**



**Enjoy it...**



**But please,  
don't waste it.**